

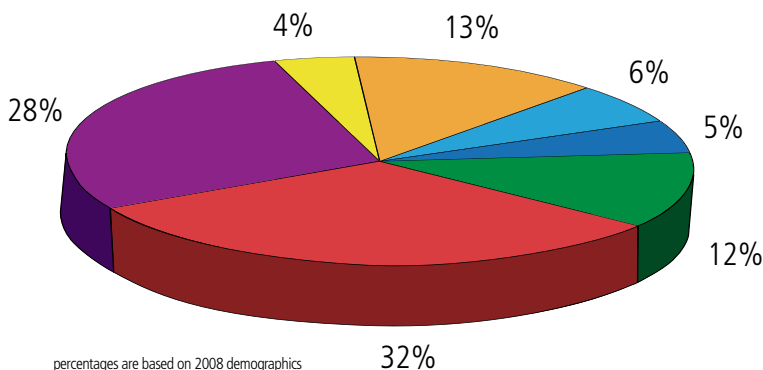
ZERO TO THREE's 24th National Training Institute (NTI) Early Experiences Matter

December 4-6, 2009
Pre-Institute December 3rd
Hyatt Regency
Dallas, Texas

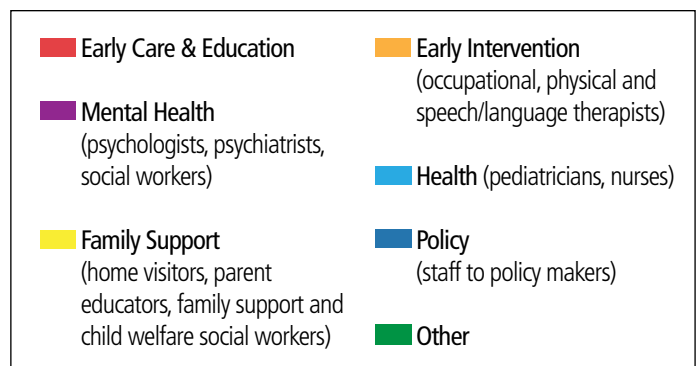


SPONSOR AND EXHIBITOR PROSPECTUS

The NTI offers you one-on-one contact with over 1,700 Experienced Infant-Family Professionals!



percentages are based on 2008 demographics



WHO SHOULD EXHIBIT AT NTI?

- **Producers and Suppliers** of educational products, services and materials for practitioners and parents
- **Manufacturers and Distributors** of furniture, equipment and toys, publishers of books, periodicals and other publications creating or supplying critical information to the infant-family field
- **Developers and Providers** of in-service and pre-service training materials and computer hardware/software used to manage and administer child care programs, behavioral research and other applications useful to NTI audiences
- **Recruiters for Professionals** in early intervention, early care and education, social work, child development, mental health and pediatrics

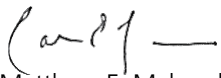
ZERO TO THREE's 24th National Training Institute (NTI)

Dear Friends and Colleagues:

It is with great pride that I introduce the 24th National Training Institute (NTI) and my pleasure to invite you to be a part of this exceptional event. The NTI is the annual signature event for ZERO TO THREE—a nonprofit organization dedicated to promoting the health and development of infants and toddlers. Our primary goal is enriching the education, encouraging a sense of community and re-igniting the passion in the diverse professionals who serve these children and their families on a daily basis. This event offers a unique opportunity for companies and organizations in the infant-family field to reach a large, multidisciplinary audience of seasoned professionals in a setting that facilitates dialogue and networking.

At ZERO TO THREE we recognize that you offer the tools and services to help these professionals do their best job and that you are an essential partner in serving the birth-three age group. Over the next few pages you will read in detail about the programs that have been created to offer you critical opportunities for reaching the NTI audience. I hope that you will see that by investing in the NTI you are making a smart investment in helping those who make a difference in the lives of young children.

Warm Regards,



Matthew E. Melmed

Executive Director, ZERO TO THREE

Sponsorship Opportunities			
Benefits	Platinum Sponsor \$10,000	Gold Sponsor \$6,000	Silver Sponsor \$3,000
Opening Reception Sponsorship Includes signage & program listing	√		
Reserved Table at Awards Luncheon	√		
Opportunity to Host a Hot Topic Session	√		
Formal Recognition in ZERO TO THREE Journal Includes sponsor logo & description	√	√	
One-Time Use of Pre-Conference Electronic Attendee List	√	√	
One-Time Use of Post-Conference Electronic Attendee List	√	√	√
Company Logo on Event Signage	√	√	√
Ad in Conference Program	Full-page	Half-page	Quarter-page
Company Description in Conference Program	Logo and 75 ws	30 words	Name only
Complimentary Full Conference Registrations	Five (5)	Three (3)	Two (2)
Listing on NTI Conference Website	Logo	Logo	Name
Exhibit Space Includes applicable exhibitor benefits	8'x30'	8'x20'	8'x10'
Sponsor Level Ribbons for Name Badges	√	√	√

ZERO TO THREE's 24th National Training Institute (NTI)

A La Carte

All subject to deadlines

One Item (up to 1500 copies) for Take-One Table Additional items \$250 each	\$500
Quarter-Page Ad in NTI Conference Program	\$500
Conference Tote Bag Insert	\$750
Half-Page Ad in NTI Conference Program	\$750
Full-Page Ad in NTI Conference Program	\$1,000
Facilitate Round Table Discussion During breakfast on Saturday; limited number available on a first-come, first-serve basis	\$1,000
Attendee Hotel Room Drop Opportunity to provide item/package delivered to all attendee guest rooms at hotel. All fees associated are the responsibility of the Sponsor. Drop must be scheduled to take place on designated peak night.	\$1,000
Full-Page Ad on Inside Front Cover of Program	\$1,500
Full-Page Ad on Back Cover of Program	\$2,000



Exclusive Opportunities

All subject to deadlines

Conference Message Board Provide a central place of communication for all NTI attendees by sponsoring the message board	\$1,500
Custom Hotel Key Cards The one thing attendees are sure to have with them throughout the entire event! Fee includes the right to the sponsorship. All other fees are the responsibility of the Sponsor.	\$2,000
Branded Flash Drives Sponsor the flash drives and load them with your promotional content. Fee includes the right to the sponsorship. All other fees are the responsibility of the Sponsor.	\$2,000
Lanyards Sponsor the lanyards and have your name/logo displayed around the neck of every attendee!	\$3,500
Cyber Café Make it possible for attendees to check their email or surf the web by sponsoring the cyber café. Signage, custom desktop and screen saver are included. Sponsor also has opportunity to provide additional promotional items (i.e. mouse pads, etc.)	\$4,500
Friday Afternoon Refreshment Break Give the refreshment break your own flair and make it a must-attend event!	\$5,000
Conference Tote Bag Imagine your logo alongside ZERO TO THREE's on the NTI conference tote bags!	\$6,000
Resource Book CD-Rom Every attendee gets one, so why not put your name/logo on the NTI Resource Book CD-Rom!	\$6,500
Custom Note Pad/Flag Booklets Find a use at the conference and beyond with these handy note pad/flag booklets.	\$6,500

Exhibiting Opportunities

Exhibit Space

\$995 per 8'x10' space

Exhibitor Benefits:

- Listing on NTI conference website
- Listing in NTI conference program
- Two (2) 'EXHIBITOR' badges for booth staff per 8'x10' space
- 15% discount off full conference registrations
- Opportunity to purchase one-time use of post-conference electronic attendee list for \$250
- Booth Package: back and sidewall pipe and drape, booth ID sign, one (1) 6' skirted table, two (2) chairs and one (1) wastebasket

Other items for your booth are available for purchase through the conference decorator. Booth space is assigned on a first-come, first-served basis.

Note: Fees do not include materials handling or any benefit not listed above. These charges are billed separately by the conference decorator.



Marsalis Exhibit Hall

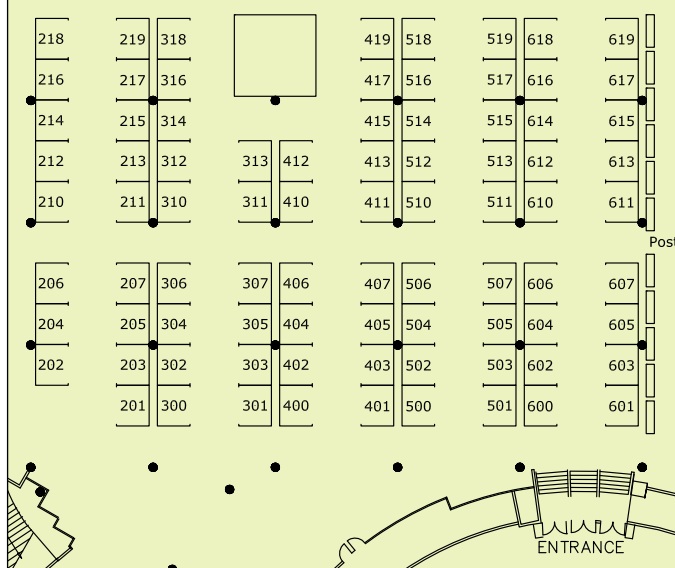


Exhibit Marketplace Schedule

Subject to change

	Thursday, December 3	Friday, December 4	Saturday, December 5
7:00			
7:30		Continental Breakfast 7:00 am-8:00 am	Continental Breakfast 7:00 am-8:00 am
8:00			
8:30			
9:00			Marketplace Open 7:00 am-12:00 pm
9:30			
10:00		Marketplace Open 7:00 am-2:00 pm	
10:30			
11:00			
11:30	Exhibitor Move-In 10:00 am-2:00 pm		
12:00		Lunch 11:30 pm-12:45 pm	
12:30			
1:00			
1:30			Exhibitor Move-Out 12:00 pm-4:00 pm
2:00			
2:30			
3:00			
3:30			
4:00			
4:30			
5:00			
5:30			
6:00			
6:30	Marketplace Open 6:00 pm-8:00 pm	Reception 6:00 pm-7:30 pm	
7:00			
7:30			
8:00			
8:30			

ZERO TO THREE'S NATIONAL TRAINING INSTITUTE (NTI)

Sponsor and Exhibitor Application

Policies, Rules and Regulations

All Exhibitors, by submission of their application, agree to abide by the following regulations:

Organization Name: _____

Check one: Academic Institution
 For-profit Government Agency
 Non-profit Other _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Company Information *as you would like it to appear in the program*

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

We wish to participate as a(n):

Platinum Sponsor \$10,000
 Gold Sponsor \$6,000
 Silver Sponsor \$3,000
 Exhibitor \$995 per 8'x10' booth # of booths _____
Booth Preferences (see Exhibit Hall Floor Plan) 1) _____
2) _____
3) _____
 Yes, as an exhibitor I would like to pay an additional \$250 for the post-conference attendee list

Booth ID sign should read: _____

À La Carte:	Price	Exclusive Opportunities:	Price
<input type="checkbox"/> One (1) Item for Take-One Table	\$500	<input type="checkbox"/> Conference Message Board	\$1,500
<input type="checkbox"/> Additional Item(s) for Take-One Table	\$250 x # _____	<input type="checkbox"/> Hotel Key Cards	\$2,000
<input type="checkbox"/> Quarter-Page Ad in Program	\$500	<input type="checkbox"/> Branded Flash Drives	\$2,000
<input type="checkbox"/> Conference Tote Bag Insert	\$750	<input type="checkbox"/> Lanyards	\$3,500
<input type="checkbox"/> Half-Page Ad in Program	\$750	<input type="checkbox"/> Cyber Café	\$4,500
<input type="checkbox"/> Full-Page Ad in Program	\$1,000	<input type="checkbox"/> Friday Afternoon Break	\$5,000
<input type="checkbox"/> Facilitate Hot Topic Discussion	\$1,000	<input type="checkbox"/> Conference Tote Bag	\$6,000
<input type="checkbox"/> Attendee Hotel Room Drop	\$1,000	<input type="checkbox"/> Resource Book CD-Rom	\$6,500
<input type="checkbox"/> Full-Page Ad on Inside Front Cover	\$1,500	<input type="checkbox"/> Custom Note Pad/Flag Booklets	\$6,500
<input type="checkbox"/> Full-Page Ad on Back Cover	\$2,000		

Please charge credit card below.
 Visa MasterCard American Express

Credit Card Number: _____ Exp. Date: _____

Name on Card: _____

Billing Address: _____

Authorized Signature: _____

A check for \$ _____ is enclosed. Please make check payable to: ZERO TO THREE

Please send an invoice to the contact person above.

Note: Payment must be received within 30 days of invoice to guarantee participation.

By signing below, the undersigned understands the topic, products, or services described must be appropriate to fostering the healthy development of infants, toddlers and their families and that ZERO TO THREE reserves the right to make a determination about which materials are appropriate to the intended audience. The undersigned further agrees to abide by all policies, rules and regulations of the 24th National Training Institute.

Authorized Signature: _____ Date: _____

Print Name: _____

You will receive confirmation of your sponsorship/exhibit reservation and the exhibitor services manual at a later date. If you have any questions, please call Designing Events at (410) 654-5525.

1. Exhibit/Payment Policy. Booth and event sponsor requests will be addressed in order of receipt of applications and payment. In order to emphasize the relevance and importance of Exhibitor's product and services, the Exhibit Hall will be arranged to promote your offerings in a non-competitive environment. Exhibitor locations will be assigned to booths based on best fit.

2. Liability. The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to Exhibitor's displays, equipment, and other property brought upon the premises of the Hyatt Regency Dallas (Hotel) and agrees to indemnify and hold harmless, ZERO TO THREE, its parent affiliates, their heirs, executors, directors and assigns, Designing Events (DE), and the Hotel, its agent, servants and employees, against any and all liability, losses, damages, and claims. Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Hotel, its owners, and managers, which results from any act of omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, ZERO TO THREE, DE, and Hotel, its owners, managers, officers or directors, agents, employees, subsidiaries, and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invites which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel, or any part thereof.

3. Property. The Exhibitor is responsible for damage to Hotel property. No signs or other articles may be affixed, nailed or otherwise attached to walls, doors, etc, in such a manner as to deface or damage them. Likewise, no attachments may be made to the floor by nails, screws, or any other device that would damage or mark it. Floor loading limits must not be exceeded.

4. Safety Regulations. The use of storage or flammable liquids, gases, or solids will not be permitted. Only a safety film can be used. Video presentations must be arranged so that aisles are not blocked. Exhibitor must adhere to all municipal and state laws, rules, and regulations. All combustible decorations and other materials must comply with fire department regulations.

5. Use of Space. The subletting of space is prohibited. The Exhibitor, as specified in these rules and regulations, will forfeit space not occupied by the close of the move-in period, 2:00 PM Thursday, December 3, 2009. This space may be resold, reassigned, or used by the exhibit management. Exhibits shall be so installed that they will not in any way project beyond space allotted. They shall not obstruct the view of nor interfere with the exhibits of others.

6. Early Dismantling of Booths. Exhibits are to remain set up until 12:00 PM Saturday, December 5, 2009. Early dismantling of booths may result in loss of Exhibitor privileges in future years.

7. Amendment of Rules. Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subject solely to the decision of ZERO TO THREE and the Hotel.

8. Cancellation/Refunds. In the event the Exhibitor cancels its reservation for space, and does so on or before October 30, 2009 the Exhibitor will be refunded the rental fee less a non-refundable deposit of 50% of the booth rental fee. Cancellations received after October 30, 2009 will forfeit the entire rental fee. No refunds will be made if space is not used, or for space not used part of the time.

Submit this form to:

**ZERO TO THREE
National Training Institute
P.O. BOX 759206
Baltimore, MD 21275-9206**

Fax: (410) 654-5335

**ZERO TO THREE
Federal Tax ID#: 52-1105189**